



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-11-2012 PAGE: 1 of 5

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
398208	09-10-2012		0	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
978	243131	PHILADELPHIA	A. CLIFFORD	09-11-2012	09-30-2012	M (Broadcast Month, Cycle 1)	N	243131

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 978																	
1	09-11-2012	09-16-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	3	30		X	X	X	X			4	225	4	900.00
2	09-17-2012	09-23-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	3	30	X	X	X	X	X			4	225	4	900.00
3	09-24-2012	09-30-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	3	30	X	X	X	X	X			4	225	4	900.00
4	09-11-2012	09-16-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	3	30		X	X	X	X			4	350	4	1,400.00
5	09-17-2012	09-23-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	3	30	X	X	X	X	X			4	350	4	1,400.00
6	09-24-2012	09-30-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	3	30	X	X	X	X	X			4	350	4	1,400.00
7	09-11-2012	09-16-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	3	30		X	X	X	X			4	500	4	2,000.00
8	09-17-2012	09-23-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	3	30	X	X	X	X	X			4	500	4	2,000.00
9	09-24-2012	09-30-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	3	30	X	X	X	X	X			4	500	4	2,000.00
10	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	3	30						X		1	125	1	125.00
11	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	3	30						X		1	125	1	125.00
12	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SATURDAY 6-7A (2105)	3	30						X		1	125	1	125.00
13	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	3	30						X		1	250	1	250.00
14	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	3	30						X		1	250	1	250.00
15	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	3	30						X		1	250	1	250.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-11-2012 PAGE: 2 of 5

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 398208	Contract Dt 09-10-2012	Revision Dt	Rev# 0	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS								Station/Market WTVD - DURHAM					
Agency Est# 978			CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 243131				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 978																
16	09-11-2012	09-16-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			3	30							X	1	100	1	100.00
17	09-17-2012	09-23-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			3	30							X	1	100	1	100.00
18	09-24-2012	09-30-2012	06:00AM - 07:00AM	EYEWITNESS NEWS SUNDAY 6-7A (6243)			3	30							X	1	100	1	100.00
19	09-11-2012	09-16-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
20	09-17-2012	09-23-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
21	09-24-2012	09-30-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)			3	30							X	1	125	1	125.00
22	09-11-2012	09-16-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			3	30							X	1	350	1	350.00
23	09-17-2012	09-23-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			3	30							X	1	350	1	350.00
24	09-24-2012	09-30-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SUNDAY (4789)			3	30							X	1	350	1	350.00
25	09-11-2012	09-16-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
26	09-17-2012	09-23-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
27	09-24-2012	09-30-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)			3	30							X	1	300	1	300.00
28	09-11-2012	09-16-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			3	30		X	X	X	X			4	250	4	1,000.00
29	09-17-2012	09-23-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			3	30	X	X	X	X	X			4	250	4	1,000.00
30	09-24-2012	09-30-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)			3	30	X	X	X	X	X			4	250	4	1,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-11-2012 PAGE: 3 of 5

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 398208	Contract Dt 09-10-2012	Revision Dt	Rev# 0	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM
-----------------------	---------------------------	-------------	-----------	--------------------------------------	---------------------------------------	----------------------------	---------------------------------

Agency Est# 978	CMS # 243131	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-11-2012	End Date 09-30-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 243131
--------------------	-----------------	------------------------------	----------------------------------	--------------------------	------------------------	---	--------------	--------------------------

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 978																	
31	09-11-2012	09-16-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	3	30		X	X	X	X			4	600	4	2,400.00
32	09-17-2012	09-23-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	3	30	X	X	X	X	X			3	600	3	1,800.00
33	09-24-2012	09-30-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	3	30	X	X	X	X	X			3	600	3	1,800.00
34	09-11-2012	09-16-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	3	30		X	X	X	X			3	750	3	2,250.00
35	09-17-2012	09-23-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	3	30	X	X	X	X	X			3	750	3	2,250.00
36	09-24-2012	09-30-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81	3	30	X	X	X	X	X			3	750	3	2,250.00
37	09-11-2012	09-16-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	3	30		X	X	X	X			3	1,400	3	4,200.00
38	09-17-2012	09-23-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	3	30	X	X	X	X	X			3	1,400	3	4,200.00
39	09-24-2012	09-30-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	3	30	X	X	X	X	X			3	1,400	3	4,200.00
40	09-11-2012	09-16-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	3	30		X	X	X	X			3	1,400	3	4,200.00
41	09-17-2012	09-23-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	3	30	X	X	X	X	X			3	1,400	3	4,200.00
42	09-24-2012	09-30-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	3	30	X	X	X	X	X			3	1,400	3	4,200.00
43	09-17-2012	09-23-2012	08:00PM - 11:00PM	PRIME SPECIALS (797)	3	30	X							1	1,600	1	1,600.00
----- ITEM LINE NOTE ----- CMA 3																	
44	09-17-2012	09-23-2012	08:00PM - 09:00PM	TUES PRIME 8-9P (810)	3	30		X						1	4,000	1	4,000.00
----- ITEM LINE NOTE ----- TBA 2																	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-11-2012 PAGE: 4 of 5

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
398208	09-10-2012		0	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
978	243131	PHILADELPHIA	A. CLIFFORD	09-11-2012	09-30-2012	M (Broadcast Month, Cycle 1)	N	243131

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 978																	
45	09-24-2012	09-30-2012	08:00PM - 10:00PM	PRIME SPECIALS (797)	3	30		X						1	4,000	1	4,000.00
----- ITEM LINE NOTE ----- DWTS 2																	
46	09-17-2012	09-23-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)	3	30				X				1	1,500	1	1,500.00
----- ITEM LINE NOTE ----- WIPEOUT 3																	
47	09-24-2012	09-30-2012	08:00PM - 09:00PM	THURS PRIME 8-9P (806)	3	30				X				1	1,500	1	1,500.00
----- ITEM LINE NOTE ----- LAST RESORT 3																	
48	09-11-2012	09-16-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	3	30		X	X	X	X	X	X	3	1,100	3	3,300.00
49	09-17-2012	09-23-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	3	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00
50	09-24-2012	09-30-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	3	30	X	X	X	X	X	X	X	4	1,100	4	4,400.00
51	09-17-2012	09-23-2012	08:00PM - 10:59PM	PRIME SPECIALS (797)	3	30							X	1	2,500	1	2,500.00
----- ITEM LINE NOTE ----- EMMYS 2																	
52	09-11-2012	09-16-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30		X	X	X	X			4	50	4	200.00
53	09-17-2012	09-23-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30	X	X	X	X	X			4	50	4	200.00
54	09-24-2012	09-30-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30	X	X	X	X	X			4	50	4	200.00
55	09-17-2012	09-23-2012	08:00PM - 09:00PM	WED PRIME 8-9P (813)	3	30			X					1	1,800	1	1,800.00
----- ITEM LINE NOTE ----- MIDDLE 2																	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-11-2012 PAGE: 5 of 5

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 398208		Contract Dt 09-10-2012		Revision Dt		Rev# 0		Advertiser CHAD BAREFOOT CAMPAIGN			Brand CHAD BAREFOOT CAMPAIGN SD 18			Product Code POLITICALS				Station/Market WTVD - DURHAM							
Agency Est# 978				CMS # 243131		Sales Office PHILADELPHIA		Account Executive A. CLIFFORD			Start Date 09-11-2012		End Date 09-30-2012		Billing M (Broadcast Month, Cycle 1)				Package N		Contract Title 243131				
Line	Start Date	End Date	Time Period		Description							RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
56	09-17-2012	09-23-2012	10:00PM - 11:00PM		WED PRIME 10-11P (814)							3	30			X						1	1,500	1	1,500.00
					----- ITEM LINE NOTE ----- REVENGE 2																				
57	09-17-2012	09-23-2012	09:00PM - 10:00PM		THURS PRIME 9-10P (805)							3	30					X				1	4,000	1	4,000.00
					----- ITEM LINE NOTE ----- GREYS 2																				
58	09-11-2012	09-16-2012	11:35PM - 12:02AM		NIGHTLINE (MONDAY-FRIDAY) (788)							3	30		X	X	X	X				3	250	3	750.00
59	09-17-2012	09-23-2012	11:35PM - 12:02AM		NIGHTLINE (MONDAY-FRIDAY) (788)							3	30	X	X	X	X	X				3	250	3	750.00
60	09-24-2012	09-30-2012	11:35PM - 12:02AM		NIGHTLINE (MONDAY-FRIDAY) (788)							3	30	X	X	X	X	X				3	250	3	750.00
61	09-11-2012	09-16-2012	03:30PM - 07:00PM		RUN OF SCHEDULE ROS(M-SUN) (823)							3	30							X		1	1,000	1	1,000.00
62	09-17-2012	09-23-2012	03:30PM - 07:00PM		RUN OF SCHEDULE ROS(M-SUN) (823)							3	30							X		1	1,000	1	1,000.00
63	09-24-2012	09-30-2012	03:30PM - 07:00PM		RUN OF SCHEDULE ROS(M-SUN) (823)							3	30							X		1	1,000	1	1,000.00
																				Contracted Gross Total:		147		97,950.00	
																				Actual Gross Total:		147		97,950.00	
																				Agency Commission:				14,692.50	
																				Net Total:				83,257.50	
Month/YR			Preempted			Made Good			Contract Total			Adjustments						Actual Total							
Sep 12			0.00			0.00			97,950.00			0.00						97,950.00							
TOTAL			0.00			0.00			97,950.00			0.00						97,950.00							

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood